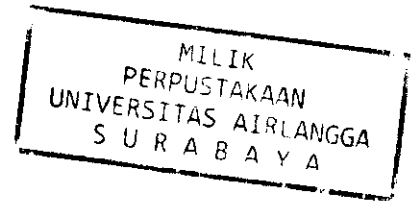


**ABSTRAK**

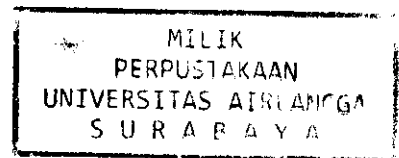
Pelayanan yang prima membutuhkan peran penting dari *customer service* dan *teller* sebagai garda terdepan menyambut nasabah. Permasalahan yang ada pada *customer service* dan *teller* Bank Negara Indonesia cabang Karangayu adalah penghitungan transaksi yang kurang akurat, kurang memiliki pengetahuan luas terkait produk bank dan informasi lain tentang bank, pegawai belum sepenuhnya mampu membuat nasabah merasa istimewa, dan pegawai jarang bersedia membantu nasabah dalam hal di luar tugasnya. Penelitian ini menggunakan metode *Servperf*, *Importance Performance Analysis* (IPA), dan *Quality Function Deployment* (QFD) dengan menyebarkan kuesioner kepada para nasabah Bank Negara Indonesia cabang Karangayu. Hasil penelitian ini menunjukkan dimensi yang atributnya masuk pada kuadran I sebagai prioritas, yaitu *Reliability*, *Assurance*, dan *Empathy*. Penelitian ini menemukan usulan perbaikan untuk meningkatkan kualitas pelayanan, yaitu pelatihan *hardskill*, pelatihan *product knowledge*, serta pembuatan SOP dan sosialisasi ke nasabah.

**Kata kunci:** *Kualitas Layanan*, *Servperf*, *Importance Performance Analysis*, *Quality Function Deployment*

**ABSTRACT**

*Excellent service plays an important role in customer service and teller as the front line to welcome customers. The problem, which is in the customer service and teller of Bank Negara Indonesia Karangayu is that the calculation of transactions that are not accurate does not have extensive knowledge regarding bank products and other information about the bank, employees are not yet fully able to makes customers feel special, and employees are rarely willing to help customers in terms outside of his duties. This research uses the Servperf, Importance Performance Analysis (IPA), and Quality Function Deployment (QFD) with distributing questionnaires to customers of the Bank Negara Indonesia Karangayu. The result of this study show dimensions, whose attributes are included in quadrant 1 as a priority, namely Reliability, Assurance, and Empathy. This researcher proposed improvements to improve service quality, namely hard skill training, product knowledge training, as well as making SOP and socializing to customers.*

***Keywords: Service Quality, Servperf, Importance Performance Analysis, Quality Function Deployment***



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